



Order / Rev: 713761  
 Alt Order #: 06315941  
 Flight Dates: 09/15/12 - 09/21/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA 60S  
 Estimate: 1775

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/17/12	09/21/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWTF--	1:00	2	\$750.00	P-3	0.00	NM	2	\$1,500.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$750.00		0.00						
E 4	WKYC	09/17/12	09/21/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWTF--	1:00	2	\$300.00	P-3	0.00	NM	2	\$600.00
GOOD COMPANY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$300.00		0.00						
E 5	WKYC	09/17/12	09/21/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	1:00	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$1,600.00		0.00						
E 6	WKYC	09/17/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	1:00	2	\$400.00	P-3	0.00	NM	2	\$800.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$400.00		0.00						
E 7	WKYC	09/17/12	09/21/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	MTWTF--	1:00	2	\$750.00	P-3	0.00	NM	2	\$1,500.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$750.00		0.00						
E 8	WKYC	09/17/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	1:00	2	\$400.00	P-3	0.00	NM	2	\$800.00
MIDDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$400.00		0.00						
E 9	WKYC	09/17/12	09/21/12	M-F 2-3p Rachel Ray	CM	2-3p	MTWTF--	1:00	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$600.00		0.00						
E 10	WKYC	09/17/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	1:00	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$700.00		0.00						
E 11	WKYC	09/17/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	1:00	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	3		\$900.00		0.00						
E 12	WKYC	09/17/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	1:00	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$700.00		0.00						
E 13	WKYC	09/17/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	1:00	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$1,400.00		0.00						
E 14	WKYC	09/17/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	1:00	3	\$3,600.00	P-3	0.00	NM	3	\$10,800.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	3		\$3,600.00		0.00						
E 15	WKYC	09/17/12	09/21/12		CM	6a-7a	MTWTF--	1:00	3	\$1,600.00	P-3	0.00	NM	3	\$4,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a Channel 3 News Today @ 6AM															
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$1,600.00		0.00			
E 16	WKYC	09/17/12	09/21/12	M-F 7-730p	CM	7-730p	MTWTF--	1:00	2	\$3,600.00	P-3	0.00	NM	2	\$7,200.00
Channel 3 News at 7P															
CH 3 NEWS AT 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$3,600.00		0.00			
E 17	WKYC	09/17/12	09/21/12	M-F 7-9a Today	CM	7a-9a	MTWTF--	1:00	5	\$1,600.00	P-3	0.00	NM	5	\$8,000.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					5	\$1,600.00		0.00			
E 18	WKYC	09/17/12	09/21/12	M-F 730-8p	CM	730-8p	MTWTF--	1:00	5	\$2,400.00	P-3	0.00	NM	5	\$12,000.00
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					5	\$2,400.00		0.00			
E 19	WKYC	09/17/12	09/21/12	M-F 9-10a Today II	CM	9a-10a	MTWTF--	1:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
Today Show II (9:00 AM-10:00 AM)															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$800.00		0.00			
E 20	WKYC	09/17/12	09/17/12	Mon Prime C	CM	10-11p	M-----	1:00	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
Mon Prime C															
REVOLUTION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$7,000.00		0.00			
E 21	WKYC	09/15/12	09/16/12	EN (Sa-Su)	CM	6P-7P Sa/Su	-----SS	1:00	2	\$3,600.00	P-3	0.00	NM	2	\$7,200.00
Early News (Sa-Su) (6:00 PM-6:30 PM)															
6PM WEEKEND NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----SS					2	\$3,600.00		0.00			
E 22	WKYC	09/15/12	09/15/12	Sat 1030a-11a	CM	Sat 1030-11a	-----S-	1:00	1	\$500.00	P-3	0.00	NM	1	\$500.00
Sat 1030-11a															
BROWNS INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$500.00		0.00			
E 23	WKYC	09/15/12	09/15/12	SAT TDY	CM	7a-9a	-----S-	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
NBC Today Show (Sa)															
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$1,600.00		0.00			
E 24	WKYC	09/15/12	09/15/12	Sat 9-1030a	CM	9a-1030a	-----S-	1:00	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
Channel 3 News 9am Sat															
CH 3 SATURDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					2	\$1,600.00		0.00			
E 25	WKYC	09/16/12	09/16/12	Browns Pre-Game Huddle	CM	1130a-12p	-----S	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
Browns Pre-Game Huddle															
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,300.00		0.00			
E 26	WKYC	09/16/12	09/16/12	Su 12-1230p	CM	12-1230p /Su	-----S	1:00	1	\$800.00	P-3	0.00	NM	1	\$800.00
Channel 3 News at Noon Su															
CH 3 WEEKEND NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$800.00		0.00			
E 27	WKYC	09/16/12	09/16/12		CM	Various	-----S	1:00	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Football Night in America											
				Football Night In America											
FOOTBALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$4,000.00		0.00			
E 28	WKYC	09/16/12	09/16/12	NFL Regular Season Football	CM	NFL Football	-----S	1:00	1	\$13,000.00	P-3	0.00	NM	1	\$13,000.00
				NFL Football											
SUNDAY NFL - DETROIT/SF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$13,000.00		0.00			
E 29	WKYC	09/16/12	09/16/12	SUN TDY	CM	8a-9a	-----S	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
				NBC Today Show (Su)											
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,600.00		0.00			
E 30	WKYC	09/16/12	09/16/12	Sun 9-1030a	CM	9a-1030a	-----S	1:00	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
				Channel 3 News Sun 9a											
CH3 NEWS SUN @ 9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					2	\$1,600.00		0.00			
E 31	WKYC	09/20/12	09/20/12	Thu Prime A	CM	8-9p	---T---	1:00	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
				Thu Prime A											
30 ROCK/UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$5,000.00		0.00			
E 32	WKYC	09/18/12	09/18/12	Tue Prime A	CM	8-9p	-T-----	1:00	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
				Tue Prime A											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$10,000.00		0.00			
													Totals	63	\$137,500.00